

RETAIL PROMOTION FACT SHEET

Promotion Description: Marlboro 5 Pack T-Shirt and Indy Sweepstakes - NAZARETH (Philly/Harrisburg)
 Field Dates: August 22, 1994 - September 16, 1994

OBJECTIVE/ALLOCATION RATIONALE:

Build volume among our key consumer segments while achieving impact and visibility for Marlboro Racing.

Geographic Scope ☐ National ☒ Key Markets/Sections: ☐ Excluded Markets:

Allocation is based on 80% penetration of C-Stores and 50% penetration of other accounts per market.

SPECIAL INSTRUCTIONS

The incentive package is designed to hold **FLIP TOP BOX KINGS/100S PACKINGS ONLY!** Additionally, all incentive packages have been produced with perforated UPC codes for Kings and 100s. Sales rep or retailer must remove the inappropriate code when placing product in package. The UPC numbers for the 5-pack deals are as follows:

85s - 0-28200-19143-4

100s - 0-28200-19144-1

☒ Acct. Specific Race Mkts.

☐ Carton

☒ Pack 100+

☐ Afro American

☐ Conv.

☐ Drug Stores

☐ Grocery

☐ Hotel/Cigar

Suggested CPW

☐ Liquor

☐ Mega (600 CPW+)

☐ Supermarkets

☐ Asian

☐ Conv./Gas

☐ Gas

☐ Hispanic

☐ Indian (Tax/Exempt)

☐ Mass Merch.

☐ Other

Military Participation: ☐ Yes ☒ No

Military Display Quantity: _____

PRECON ASSEMBLY: ☐ Yes ☒ No

SLEEVED ☒ BANDED ☐

Participating Brand Styles: ☒ Family (S/R Discretion) ☐ Packing Specific

Sleeve UPC #s:

Kings Box

85s: 0-28200-19143-4

100s Box

100s: 0-28200-19144-1

PRODUCT REQUIREMENTS:

Product Discount \$ _____

Case Size: ☒ 6M ☐ 12M

Product

85s: _____

Soft

85s: _____

Weight: Tie:

High:

Case Cube

100s: _____

100s: _____

100s: _____

100s: _____

Dimensions:

85s: _____

Box

85s: _____

85s: _____

85s: _____

100s: _____

100s: _____

100s: _____

100s: _____

PRODUCT HANDLING, HAND STAMPING AND TAX ALLOWANCES:

Handling Allowance: ☐ Yes ☒ No

Off Invoice: ☐ Yes ☐ No

Hand Stamping: ☐ Yes ☒ No

Off Invoice: ☐ Yes ☐ No

PRODUCT ORDERING:

Product Order Period: _____

Product Delivery Dates: _____

2042828112

POS ORDERING INFORMATION:

PMExpress Kit	5 Pk Race T Disp Kit	Optional Base Kit
Kit Components:	10 Deal Display	1 Optional Disp. Base
	2 Posters	
	1 Dangler	
	10 T-shirts	
	20 Back-up T-shirts	
	1 Easel Card w/2 tear pads	
PMExpress Display Kit #:	00713	76033
Kit Order Dates: (From-To)	6/13/94 - 8/5/94	6/13/94 - 8/5/94
Kit available in Field:	8/8/94 - 8/22/94	8/8/94 - 8/22/94
POS #: (For Field)		
MIDAS Allocation only)	71244	71269
MIDAS P/F:	1	1

PMExpress Kit Dimensions	Primary Box	Back-up Box
Length:	28 3/16"	23 1/2"
Width:	13 1/2"	15"
Height:	28 3/16"	12 1/4"
Weight:		

(EXCLUDES PRODUCT)

Assembled Display

Depth:	20 9/16"	20 5/8"
Width:	13 1/2"	13 1/7"
Height:	28 3/16"	54 1/4"
UPC Code:		
# Deals/Display:	10	
# Deals/Back Up:	20	
# Product Ctns:	15	

PAYMENTS:

<u>Display/Item</u>	<u>Payment To</u> <u>(Retailer/Distributor)</u>	<u>Promo Code</u>	<u>Payment</u>

MEDIA SUPPORT: ☐ Yes ☒ No Media Advertisement Only ☐ Media Advertisement and Offer ☐ *

* Offer	Vehicle	Circ.	Value	UPC #
<input type="checkbox"/> Coupon				
<input type="checkbox"/> Product Offer				
<input type="checkbox"/> Incentive				
<input type="checkbox"/> Sweepstakes				
<input type="checkbox"/> Other				

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